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## **Meisel.**

We're big enough and good enough and fast enough to be your color lab wherever you are.

**How big?** The country's largest. Over 100,000 square feet of floor space, 185 color darkrooms, 11 video analyzers, and equipment that can process about six miles of film per day. Plus retouch specialists and other highly trained pros in every phase of color work.

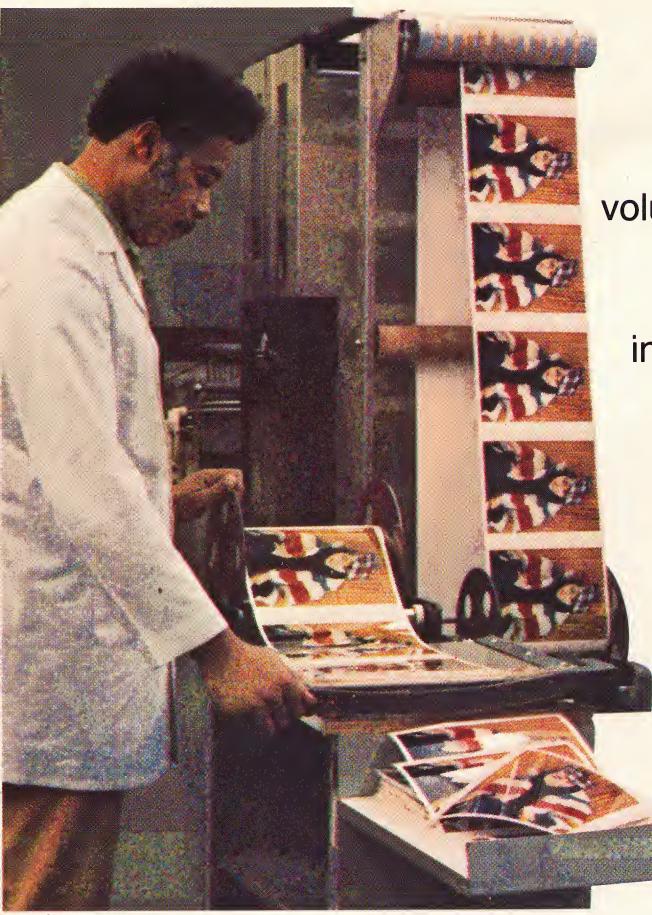
That's big. But that's not what makes us good.

**How good?** Good enough to bet you'll like our work. Chances are, we've handled jobs and solved problems similar to the one you've got right now. But you won't know how good we are until you try us. So we've developed a special introductory offer — a free 16 x 20 print of your favorite negative — just for opening an account with us.

**How fast?** Fast enough to offer you two-day in-plant service on any normal commercial order. That, plus airmail, makes us virtually as close as your "local lab." And we pay postage both ways.

But if there's a question about what you want or when you want it, we don't sit on it. We call you on our WATS lines, get the facts straight, and do it.





**Large Quantities of High-Quality Prints.** These are high-quality "custom" prints that have been cropped and dodged and color balanced to be acceptable for almost any use. Or, we can supply you with low-cost volume machine prints. You'll be surprised and delighted!

**Large Prints and Murals.** Meisel can make prints in practically any size you need. Murals can be made in sizes to 10' x unlimited (whatever is on the negative).

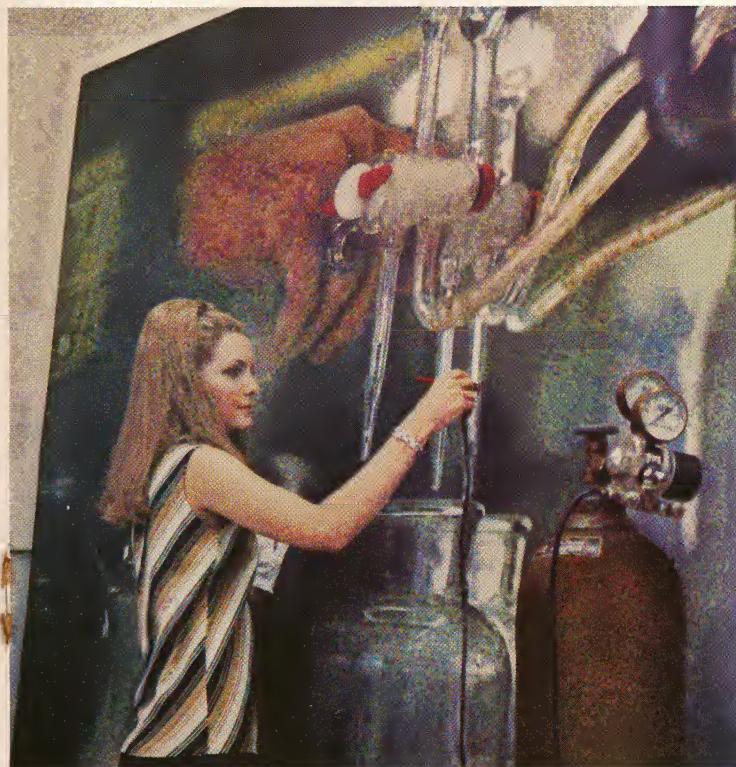
We can splice and wet mount them for you, or canvas mount them, or ship them unmounted.

**Finishing Services.** We also offer a wide variety of finishing services, including negative retouching; print spotting; special texturing, spray finishing or canvas mounting; and airbrushing. Challenge us. We'll find the answer to give you just the effect you want.

**Display Transparencies.** Meisel makes them up to 40" x 120" using print film. Meisel also offers Eastman Kodak 6120 as well as Cibachrome positive duplicating film.

**Slide Dups.** Meisel can make 40,000 custom slide dups every day. We also number and collate your slides, if you wish. Each job is handled by a highly trained technician and carefully checked by our quality control staff before being shipped. And Meisel's low cost will save you money.





Before



After

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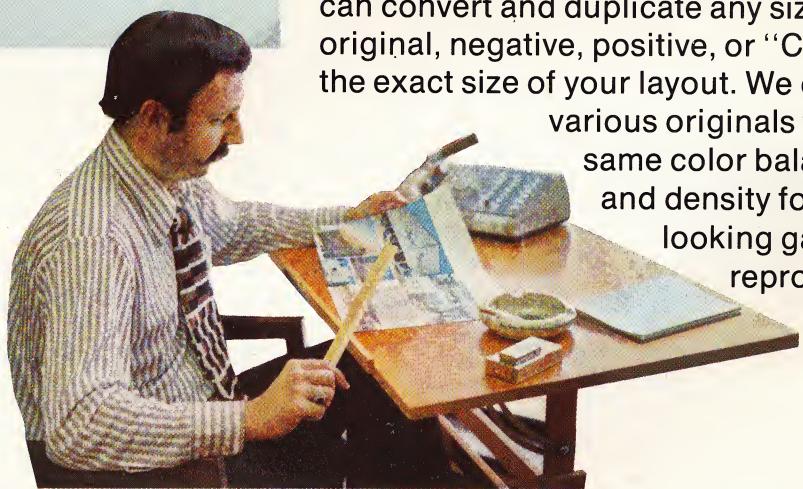
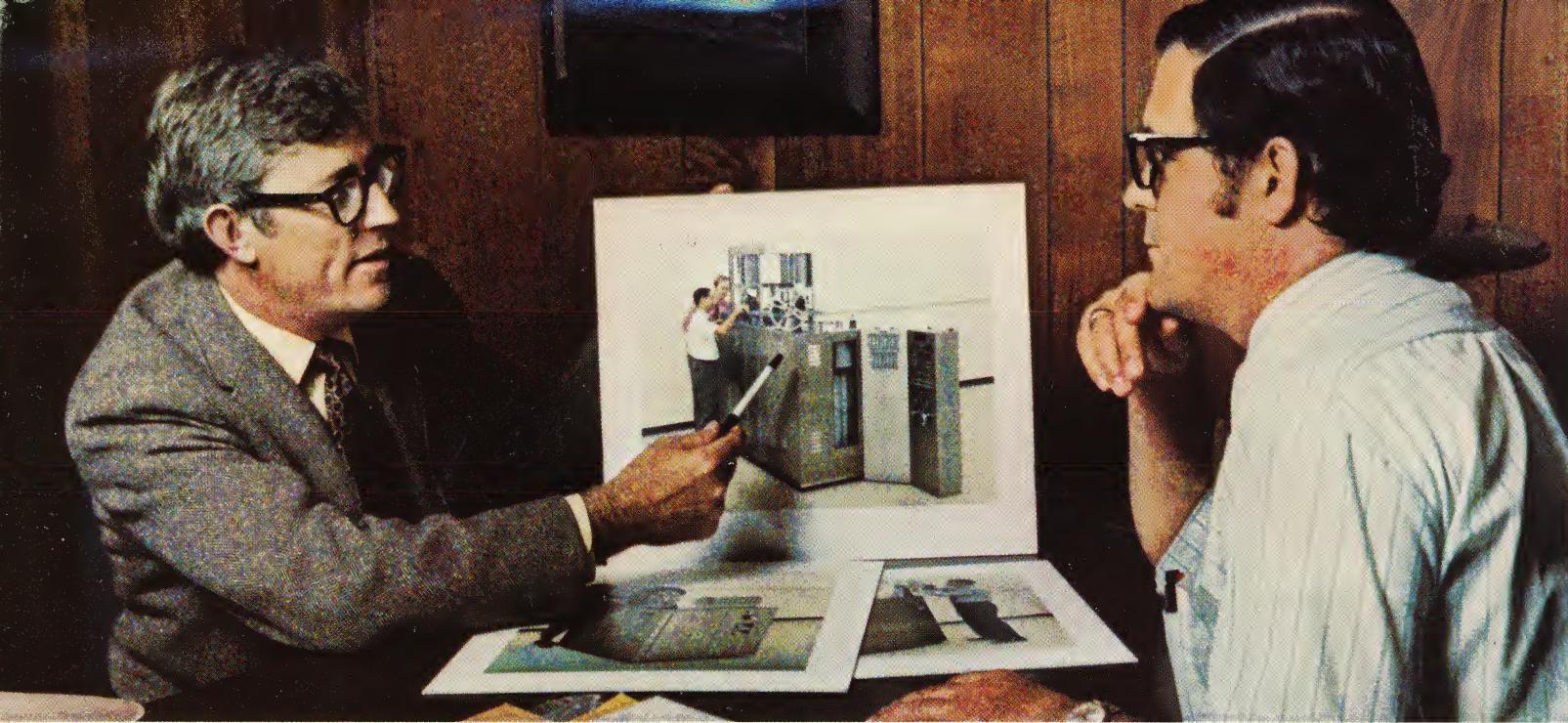


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**Sales Presentations.** Prints and transparencies for sales presentations are right up our alley. Any or all of our services can be brought to bear to give your presentation the visual excitement, the true color, and the innate quality of the products your company makes.

**Color Stats for Layout.** Send your negatives and layout to Meisel. We'll make the stats you need and get them back to you fast for pasteup. In most cases, stat orders will be shipped back to you the day after they're received in our plant.

**Reproduction Grade Services.** Meisel can convert and duplicate any size original, negative, positive, or "C" print to the exact size of your layout. We can bring various originals to the same color balance, contrast, and density for better looking gang-separated reproduction.

### **Sure we're confident. But we perform.**

That's how we got big enough and good enough and fast enough to make all these promises. And we want to prove it to you.

Take advantage of our



MEISEL PHOTOCROME CORPORATION

P.O. Box 6067, Dallas, Texas 75222 / (214) 637-0170  
P.O. Box 4002, Atlanta, Georgia 30302 / (404) 691-8496

special introductory offer—a free 16 x 20 print of your favorite negative just for opening an account. Write Dick Davies, Box 6067, Dallas, Texas 75222 for information.